



The Cricket Club Development Scheme – A model example from the Chairman of cricket club based in Yorkshire

About our cricket club and our challenges

We are long established club and have always enjoyed a *loyal and thriving membership, and without boasting we have been relatively successful on the field but engaging; off the field is however often more challenging. The club has 100 active adult players and around 50 junior cricketers.*

In recent times our club has struggled to raise adequate finance and we have also experienced a shortage of volunteers to give up their time for the development of the club. We are a well-run cricket club, with clear aims and objectives yet we have constant pressure on time and money. We also need to maintain quality coaches, kit, equipment and ground care – that's in addition to attracting more players. The committee recognised we cannot do this on our own we simply don't have the resources! This initiated us to engage with Cricket Deal Direct (CDD) establishing a strategic business partnership through their Cricket Club Development Scheme"

How it worked

First things first, did we qualify for the Scheme?

It was all rather simple really we just needed to make sure that we met the criteria CDD were looking for. This was mostly about things that every club of our size has in place but equally is also about a commitment and a passion ...essentially that we are serious concern and want to grow the club and our membership.

Minimally we needed to show that we had:

- A club constitution and committee infrastructure including a Child Welfare Officer
- The required number of ECB qualified coaches
- The Club Development plan
- A Code of Conduct and risk assessments
- CRB (now DBS) checks and other safeguarding policies
- Player profile forms and registration sheets from coaching sessions
- Clubmark accreditation
- Affiliation to county boards

CDD encouraged us to go back to square one by revisiting our goals and these are:

Aims and Objectives (from our constitution)

- To foster and promote the sport of cricket at all levels within the community and within the sport, providing opportunities for recreation, coaching and competition.
- To ensure that all members, playing and non-playing, abide by the ECB Code of Conduct, which incorporates the Spirit of Cricket, and by the Laws of Cricket.
- To ensure a duty of care to all members of the club and its visitors by adopting and implementing the ECB 'Safe Hands – Cricket's Policy for Safeguarding Children' and any future versions of the Policy.
- To ensure a duty of care to all members of the club by adopting and implementing the ECB Cricket Equity Policy and any future versions of the Policy.
- To encourage all members to participate fully in the activities of the club

Delivering ongoing support and immediate cost benefit

In meeting with the CDD representative and supplying relevant information they quickly grasped our status quo, and were subsequently enabled to show us benefits that the club could realise from identifying funding opportunities which we are now pursuing to realising significant cost savings.

Here is the outline of the cost benefits they provided in Year 1.

Typical yearly expenditure:

- Requirement to employ external cricket coaches - £300
- Expenditure pre-season on external ground work - £500
- Cricket Equipment for both Adult and Junior members (own purchases, but included in the aggregate club spend for rebate purposes) - £7500
- Club cricket coaching gear - £500
- Club cricket coaching for both Adult and Junior teams - £5000
- New sightscreen for club - £700

The initial cost saving delivered by Cricket Deal Direct:

- Equipment rebate -£1500 (20%)
- Coaching gear -£75 (15%)
- Cricket clothing for Adult and Junior teams -£1000 (20%)
- Sightscreen -£100

A total saving of £2,675!!

As a key element of the partnership CDD now work closely with our club to help manage, plan and ensure that the projected benefits are being realised and other opportunities maximised.

About Cricket Deal Direct (CDD)

CDD is a one-stop-shop cricket supplier that can provide resources for cricket clubs from equipment to ground care and maintenance. CDD is both on and offline with retail outlets such as the cricket shop on the Northants County Cricket ground. They are also strategic partners of Cricket Espana and have strong relationship with cricketing bodies such as the ICC and CCC

CDD has a multi-brand offering but is also a business partner of the fast emerging SM brand. SM is quality manufacturers who are already supplying many other high street brands with quality cricket equipment.

Their offering includes:

- Cricket Equipment
- Cricket Coaching and Training gear
- Cricket Balls and contracts
- Cricket Clothing with in-house embroidery and printing facilities
- Preferred supplier status with a number of cricket ground equipment suppliers
- Links to professional coaching support
- Links to providers of cricket sports tours both in the UK and abroad.
- The Cricket Club Development Scheme